



Social Media Toolkit

FEBRUARY 2023



Everything your
veterinary
practice needs to
plan out your
February social
media calendar!

www.geniusvets.com



ABOUT GENIUSVETS

GeniusVets is the premier platform to improve pet health – connecting pet parents with quality veterinarians and proven pet care advice from DVMs. Our mission is to create better pet health by providing a platform that educates and unites pet owners and veterinarians.

Connect with us!



Key:

 Pet Specific Holiday

Month-Long Events:

Adopt a Rescued Rabbit Month

Responsible Pet Owners Month

National Cat Health Month

Pet Dental Health Month

Week-Long Events:







Feb. 19–25: National Justice for

Animals Week



February

2023 CONTENT CALENDAR

			1	2 Groundhog Day	 3 National Golden Retriever Day	4
5	6	7	8	9	10	11
12 Super Bowl Sunday	13	 14 Valentine's Day National Pet Theft Awareness Day	15	16	17	18
19 International Tug of War Day	 20 National Love Your Pet Day President's Day	21	 22 Walking the Dog Day	 23 National Dog Biscuit Day	24	25
26	27	 28 World Spay Day/Spay Day USA				

FEBRUARY National Cat Health Month



VIDEO

- **Video Idea 1:** How can pet owners show their cats some extra love throughout February? Create a video about fun ways to celebrate, like buying a new toy or making a delicious treat.
- **Video Idea 2:** Vaccines are a great path to health. Create a video about a cat's core vaccinations and when they should be given.

PHOTO

- Take a photo of a cat feeling playful in your practice! Caption the photo with encouragement for pet owners to keep their cats active.
- Early illness can show up in a cat's litterbox. Take a photo of a cute cat and use the caption to talk about what signs can appear in a litterbox and what issues they can signify.

INFOGRAPHICS

- Good habits will keep a client and a pet happy and healthy. Highlights the best patterns to form, like regularly cleaning a cat's litterbox and engaging in playtime.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Happy cat, Playful cat, Cat celebration, Cat month
- Caption a photo of a chubby cat laying on its back with: "I'll start exercising on Monday, I promise!"

GeniusTip:
Posting high-quality content 2-5 times a week on Instagram is ideal.

INTERACTIVE

- Ask your followers to submit their favorite photos of them and their cats. Share these on your social channels!

HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

**#nationalcathealthmonth #cathealth
#cathealthmonth #healthiswealth #catwellness
#catcheckups**

GeniusTip:

Statistics show that Instagram posts with hashtags tend to receive 12.6% more engagement.



GeniusTip:

77% of users feel more positive about a brand if they respond directly to tweets.

Graphics to Share

Share our ready-to-post graphics. Creating graphics that are sized correctly for each social platform is a great way to make a lasting visual impact on your followers.

1 x 1

Formatted for Instagram and Facebook

[DOWNLOAD](#)



WHAT ARE THE KEYS TO KEEPING YOUR CAT HEALTHY?

Insert the quiz/poll/question box and ask your followers about topics relating to keeping their cat healthy.

9 x 16

Formatted for Instagram and Facebook Stories
Encourage engagement by quizzing your followers or sharing fun facts.

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The Best Post Timing

The overall best days and times to post on social media are **Tuesdays through Thursdays at 9 a.m. or 10 a.m.**, and the worst day to post is Sunday. Remember: choose quality and consistency over quantity.



INSTAGRAM

Best Times: Mondays at 11 am, Tuesdays & Wednesdays from 10 am to 1 pm, and Thursdays & Fridays 10 am and 11 am.

GENIUS TIP: Sunday sees the least amount of engagement.



FACEBOOK

Best Times: Mondays through Fridays at 3 am, Tuesdays at 10 am and noon.

GENIUS TIP: Saturday sees the least amount of engagement.



TWITTER

Best Times: Mondays, Tuesdays, Wednesdays, Fridays and Saturdays at 9 am.

GENIUS TIP: Sunday sees the least amount of engagement.



TIKTOK

Best Times: Tuesdays at 2 pm to 3 pm, and Wednesdays & Thursdays at 1 pm to 3 pm.

GENIUS TIP: Sunday sees the least amount of engagement.



LINKEDIN

Best Times: Tuesdays 10 a.m. to noon, and Wednesdays & Thursdays at 9 am to 1 pm.

GENIUS TIP: The weekend sees the least amount of engagement.

FEBRUARY 14TH

Valentine's Day



VIDEO

- **Video Idea 1:** What does love look like to your practice? Create a video montage of practice pets showing you love, or patients giving plenty of kisses to their owners or your staff.
- **Video Idea 2:** Having an event or photo-op at your practice that is centered around Valentine's Day? Try going live!

PHOTO

- Set up some cute Valentine's Day props and take pics of your staff pets, some cute patients, and of course - your team!
- Take photos of what love "looks like" in a pet. This could be: puppy dog eyes or a happy purring cat!

GeniusTip:
Sharing your Reels to your Instagram feed is one of the best ways to boost their views and increase their chances of going viral.

INFOGRAPHICS

- Created a branded infographic about potential Valentine's Day hazards, especially highlighting candy or chocolate.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Dog Valentine, Cat Valentine, Pet love
- Create a funny meme joking about how girls just want a puppy for Valentine's Day (forget the diamonds!)

INTERACTIVE

- Create a photo contest for Valentine's Day by asking followers to submit a photo of their pet and have them tell you "Why I Love My Pet". Share your favorites!

HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

**#valentinesday #happyvalentinesday #valentine
#mypetismyvalentine #loveyourpet #valentinefun
#valentinesafety**

GeniusTip:

65% of TikTok users agree that professional-looking videos from brands are out of place. Less-polished videos tend to perform best!



GeniusTip:

39% of customers only trust brands if they have interacted with them on social platforms.

Graphics to Share

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9x16

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Encourage engagement by filling out the template with stickers or GIFs and post a blank one for followers to screenshot and share!

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Best Hashtag Practices

Hashtags can help boost your content to your niche audience. If you want to create a community that is easy to find across social platforms, use hashtags specific to your practice according to these recommended tips.



Instagram: Include **3 - 5 hashtags** after your creative caption or in the comments when interacting with your audience.



Facebook: Include **2 - 3 hashtags** in your post or in the comments when interacting with your audience.



Twitter: Include **1 - 2 hashtags** in your Tweets, in a comment when you Retweet, in your replies, or your Twitter bio.



TikTok: Include **3 - 5 hashtags** in your TikToks after writing a creative caption. Include trending and personalized hashtags!



LinkedIn: Include **1 - 5 hashtags** in your posts, and keep the focus professional for LinkedIn's platform.

Source: Sprout Social

GeniusTip:

Use hashtags with your practice name, your practice name + city name (if the combination is not too long), your city + pets/dogs/cats, or your practice name + pets/dogs/cats. You can also use the practice short name as well.

Examples would be #vetvillagelomira, #thedrakecenter, #lomiradogs, #encinitascats, etc...

FEBRUARY 14TH

National Pet Theft Awareness Day



VIDEO

- **Video Idea 1:** Create a video with tips for keeping a pet safe and preventing theft. Suggest tips such as: microchipping, keeping up-to-date photographs of pets, and never leaving your pet unsupervised outside.
- **Video Idea 2:** Share how a microchip works. Emphasize the fact that they aid in the pet recovery processes as proof of ownership.

PHOTO

- Share a photo of a dog wearing a collar and use the caption to describe the faults of relying solely on wearable identification. While a pet should always have an identifying collar, these additions aren't foolproof.

GeniusTip:
Posts with a location receive 79% more engagement.

INFOGRAPHICS

- Pet theft is a real terror, but it is preventable. Shares the top ways to prevent pet theft, such as microchipping, or spaying and neutering pets to make them less likely to wander.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Stolen dog, Stolen cat, Dog theft, Cat theft
- Post a photo of a happy dog running around outside with the caption: "I can't get lost! I ate my microchips!"

INTERACTIVE

- Tell us a story about reuniting! Ask your followers to share their tales of losing their pet and being reunited at last.

HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

**#pettheft #pettheftawareness #chipyourpets
#pettheftawarenessday**

GeniusTip:

The best times to post on Instagram are Mondays at 11 am, Tuesdays & Wednesdays from 10 am to 1 pm, and Thursdays & Fridays at 10 am and 11 am. Tuesdays and Wednesdays are the best days to post while Sundays see the least amount of engagement.



GeniusTip:

85% of video on Facebook is watched without sound, so adding text and subtitles to your videos is essential.

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14 FEBRUARY

Pet Theft
Awareness Day

Insert the quiz/poll/question box with tips, facts, and statistics about pet theft to raise awareness!

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Encourage engagement by quizzing your followers.

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FEBRUARY 20TH
**National Love
Your Pet Day**

VIDEO

- **Video Idea:** Well-loved pets see their vets. Create a video of a client in your practice giving their animal lots of pets, and emphasize the importance of showing love and care.

PHOTO

- Take pics of your team loving on patients!
- Take a photo of a cute pet and caption it, "Love your pet? See your vet!". Encourage followers to celebrate by booking their next wellness exam.

INFOGRAPHIC

- Loving a pet means caring for their health. Create an infographics that highlights everything a pet owner should do for their pet annually, such as updating microchips and scheduling wellness exams.

GIFS + MEMES

- Post a photo of a sad dog looking at an empty bag of treats and caption it: "I thought you loved me..."
- Post a silly photo of a cat rubbing up on its owner and caption it: "How I feel when it's Love Your Pet Day!"

INTERACTIVE

- Ask clients to submit photos of their pets looking at them with love - share your favorites!

BONUS



At GeniusVets, WE HELP veterinary practices:

- Improve workplace satisfaction
- Attract high-quality doctors and staff
- Deliver great customer service
- Increase profitability

We achieve these results because we have invested the time, talent, and resources to develop programs based on the actual needs and behaviors of veterinary doctors, their staff, and clients.

GeniusVets is the highest-performing company of its kind in the veterinary industry. Our proven programs provide the strategies and support you need to take back control of your veterinary practice, get your team aligned, attract all of the doctors and staff you want, and improve the quality and value of your client relationships.

"Our biggest issue was recruitment. We were short on doctors. After signing on with GeniusVets, we successfully recruited three doctors. Now we are looking to grow our clientele, and utilizing GeniusVets has allowed us to do just that. We feel that GeniusVets has been a large portion of our success, and we're happy to recommend them."

-Dr. Ned Trathan,
Oakdale Veterinary Group



SCHEDULE A CONSULTATION

FEBRUARY 22ND

Walking the Dog Day



VIDEO

- **Video Idea 1:** Use your phone to record or go Live (or maybe use a Go-Pro) during a walk in a great scenic local area. Talk about the benefits of walking, for both people and dogs. And emphasize paying attention to your surroundings while you and your pet explore - don't forget to pay attention while you're making your video!

PHOTO

- Got some cool swag with your practice logo on it? Take photos of dogs out walking with bandannas, shirts, or whatever else they can wear with your logo.
- Create an album or collage of favorite places to walk pets in your community, including dog park or hiking options.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Dog Walking, Walk the Dog, Pet Walking, Dog on Leash
- Use photos of happy pets on walks, captioned with the funny or cute things they're "thinking."

INFOGRAPHICS

- Create a graphic or series of graphics explaining what tests, vaccines, or preventives your practice would recommend for extended time outside during daily walks.

GeniusTip:

Viewers want authentic content. Almost 50% of the best-performing ads on TikTok tell their stories in emotionally appealing ways.

INTERACTIVE

- Survey your social followers: Where are your favorite local trails and parks for walking?
- Survey your social followers: How far do you walk with your dogs each day?

HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

**#walkingthedogday #walkingthedog #dogwalks
#walkthedog #dogwalking**



Join our Facebook Group:

Success Strategies for Independent Veterinary Practices

to connect and network with other vet med professionals marketing their practice. Ask questions. Get feedback. Stay connected.

[JOIN GROUP](#)



GeniusTip:

People following directions with text and illustrations do 323% better than people following directions without illustrations.

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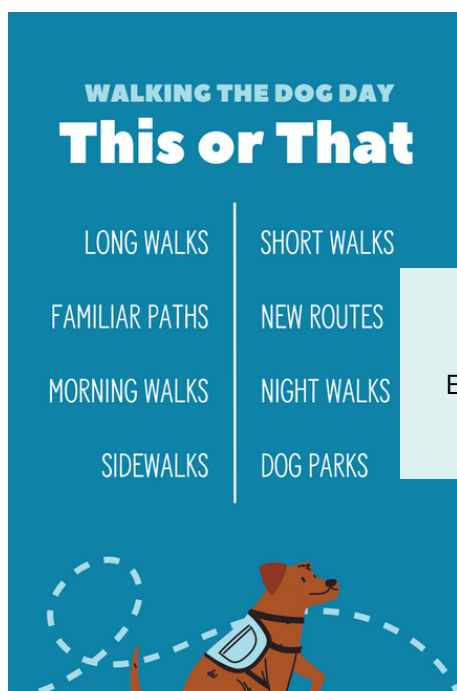
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Claim Your Profile

(It's already live!)



Our mission is to help independent veterinary practices thrive. We deliver on that mission by offering the most powerful, valuable, and easy-to-use marketing platform available to veterinarians today.

By claiming your free profile at [GeniusVets.com](https://www.geniusvets.com), you are getting a glimpse into our commitment to doing everything we possibly can to help your veterinary practice succeed.

CLAIM PROFILE

Once you've claimed your profile, our team will get to work, enhancing your profile to deliver a truly beautiful and engaging asset that will bolster your business for years to come. As soon as that work is done, we will contact you to show you how to log in and easily make any updates you see fit in the future.

Market like a Genius with GeniusVets

Our core philosophy is that the DVM must be at the center of the pet care conversation, working closely with the pet owner. We've seen DVMs become increasingly sidelined in the online discussion as people turn to disreputable sources to get answers about pet care. To keep your pets safe, DVMs must have an online voice, which is what GeniusVets is working diligently to ensure.

Our unrivaled engagement platform has sought to return DVMs to their rightful place as the foremost authorities, but **we also provide a comprehensive set of marketing programs and solutions proven to deliver the highest performance in our industry.** The GeniusVets marketing approach has enabled our clients to consistently outperform national brands and corporate chains as well as their local competitors, all while growing their patient acquisition and retention.

Get in touch with us!

